

Shoptalker

DECEMBER 1962

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World's Fair Follows 75th Anniversary Activities

Seldom in the history of The Parker Pen Company has a projected three-year period been decked with such significance as the three years just ahead. On the heels of observance of the company's 75th anniversary, March 1, 1963 to February 29, 1964 will come Parker's participation as an exhibitor in the New York World's Fair, 1964-1965.

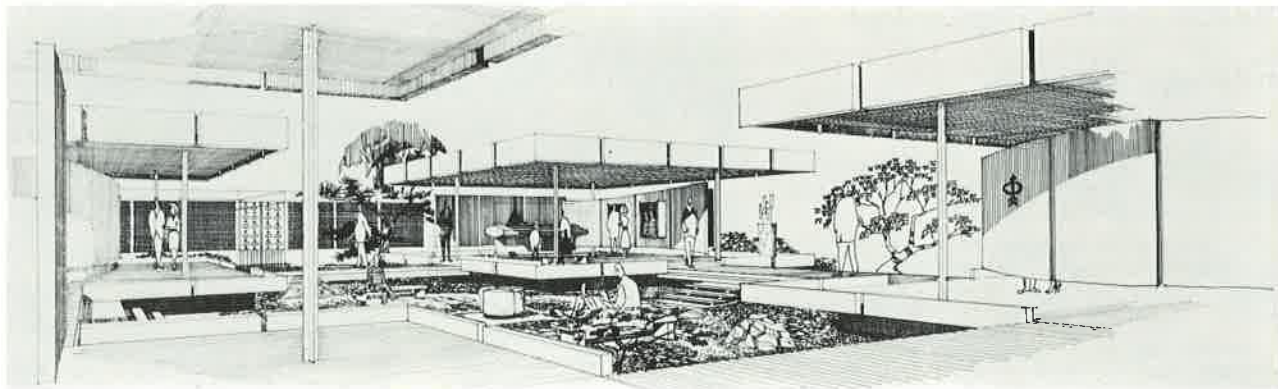
This spectacle of activity gives emphasis to the dynamic stature of a firm that has been many times honored by the homage of kings and the patronage of masses. It presents chal-

lenges, too, and among them is the great challenge of the future.

Thus, our Diamond Anniversary will stress the importance of the future, while giving due reflection to the past. First indication of this forward look will be seen in a newly designed corporate stationery which will begin to appear on March 1. Fresh new designs for related forms will follow as current supplies are depleted.

A special anniversary issue of Shoptalker-in-Sound is contemplated and several events for employes and community are planned. There will be some surprises for all.

(Continued on next Page)



Early proposed visual concept of the interior of the Parker Pavilion, New York World's Fair.



(Continued from Page 1)

And when the anniversary ends, Parker will enter into the excitement of a World's Fair. Planning is now well underway on the design of a small, but jewel-like Parker Pavilion in which the company will tell its product story in an interesting, dramatic fashion.

The pavilion is conceived as a "classic for our times". Early sketches visualize it as an open structure surrounding a sunken garden wherein world-famed visitors to the Fair will be invited to spend a few minutes addressing interested spectators. Within the pavilion, Parker will tell of the "Wonders of Writing" in the present, the past and the future.

During the months ahead, Parker employes will be hearing much about these two projects and will gradually become involved in both. Together, they represent a great deal of effort and expenditure. But together, they seem destined to lift the company and the people who make it function to an unparalleled plateau of success and satisfaction.

Trade Fairs Help Build Foreign Markets

Participation in foreign trade fairs, a continuing activity in the Foreign Sales Department, builds Parker prestige and gains valuable overseas exposure of Parker products.

A Syrian miss (pictured at the right) listens to visitors' questions at the exhibit of pens and other writing materials, displayed by Parker Pen at the U. S. Exhibition in Damascus, Syria.

Seventy-one U. S. firms from nineteen states displayed and demonstrated their products in the American Pavilion. Theme of the U. S. exhibition, the fourth official participation in the Syrian Fair, was "Better Living for All".

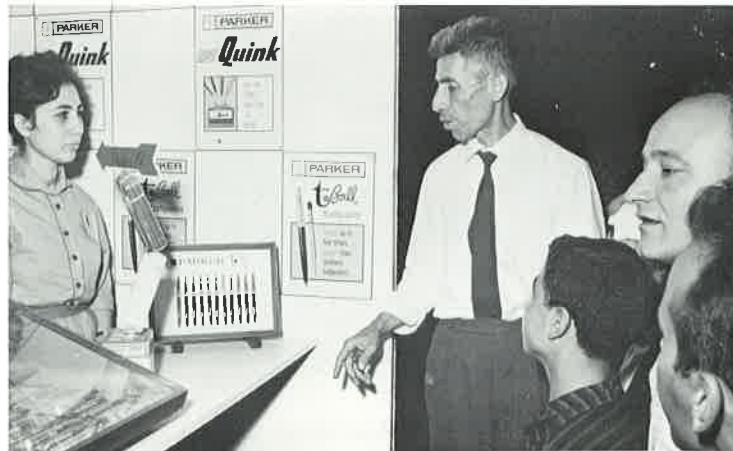
Shoptalker-in-Sound . . .

In this *issue you'll hear the following sounds of Parker:

- George Bagley discussing the emergency warning systems at the Court Street offices and at Arrow Park.
- Lawrence Talley explaining the uses of a new electron microscope in the Technical Division.
- Howard Egli of Parker/Canada relating a basic difference in Canadian sales and a unique solution to the travel difficulties in remote northeastern Canada.
- Don Jensen telling of the marketing and sales strategy behind a current T-Ball Jotter Television advertising approach.
- The sound track from the latest T-Ball Jotter television commercial.

Narration by Roger Axtell.

* This record is an experiment using 8 minutes of sound on the standard size disc that normally has only six minutes of recording. Should you encounter skipping when playing the record on a very light tone arm, place a coin on the tone arm. This will not harm your needle.



New Parker Packaging

First impressions are tremendously important in the world of merchandising—regardless of what it is you have to sell. People are attracted to restaurants and stores with pleasing and inviting fronts. They are influenced in the purchase of food and beverage products by striking containers. And, who among us isn't swayed by an attractively wrapped gift?

While it is true that a handsome package doesn't necessarily assure a customer of quality merchandise—nor sell inferior goods—beautiful packaging is vitally important in marketing a trusted and accepted product.

Parker packaging recently underwent changes both in color and design to create a new "family identity" among the myriad of boxes necessary.

A new Parker black and white theme, explains Packaging Manager Jack Pregont, couples with steady use of Optima type face to relate retail displays to national advertising and provide a recognized similarity between the two. Optima type style was selected because it lends an air of modern elegance. The black and white color theme was chosen because it denotes dignity and formality (often associated with formal attire) and because jet black and pure white forcefully symbolize writing.

The entire Parker gift box line uses the black and white theme. Styling of the metal shell boxes takes a form Pregont described as the "Parker Profile"; a classic, soft geometric shape. This shape is carried out in other point-of-sale materials as well. New paper boxes have been designed to permit their use for regular nib pens or writing instruments that require the display of accessories—such as the 45 convertible.

Self service products or items sold with relatively little retail salesmanship require a different packaging approach, Pregont states. The color scheme selected for such items, he explains, had to have brightness and high visibility to command attention. Yet they also had to retain a consistent quality look of the Parker family. Blue, Red, and White was the overwhelming selection for both requirements.

The look of Eversharp packaging was designed to give a feeling of youthful vitality. Various carefully planned color schemes and themes connote value, quality and modernism in the high-traffic, self-serve market place. The new designs create a revitalized character for Eversharp products.



Illustrated are the new Parker gift boxes from the solid black cushioned leather Presidential with black velvet interior (front) to the pure white box for ladies pens with lace print on white satin interior (rear). Second from the front shows the 61 package in solid black exterior with white satin interior. The VP box (middle) has a black top and white bottom with white satin interior. Another variation is the package used for pens in the price range above the standard 45 through the "51" (next to the rear). It has white top, black bottom and white satin interior.

All are designed to impart a feeling of quality and dignity to the fine products they contain.





Electron Microscope Aids Research

On record you will hear Lawrence Talley describe the electron microscope shown above with its operator, Wayne Fuller. The equipment magnifies objects and surfaces to a far greater degree than the most powerful of conventional microscopes.

At left are photographs made through the remarkable device. Top is zinc oxide enlarged approximately 50,000 times its actual size, detailing its crystalline structure. The lower picture is an object more familiar to Parker employees. It's the surface of a T-Ball magnified 4,000 times to show its tiny grippers.





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by

33^{1/3}
RPM

THE PARKER PEN COMPANY

To play, fold front cover underneath
back cover and place entire
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